

## Garden Valley Chamber of Commerce Board Minutes of January 26, 2012

President Diane Caughlin opened the meeting at 5:15 PM at the Community Hall. Ken and Betty Rodgers presented clips of their Viet Nam documentary, Bravo! for consideration to be shown at the planned Troop Appreciation event to be held during the first few months of 2012. The Board was favorably disposed to including Bravo! in the planned event. Diane presented An Emergency Planning Guide from the Idaho Bureau of Homeland Security. Members need to become familiar with it and provide recommendations for applying planning guidelines to the community. After a short discussion it was decided that the Chamber's alternate meeting place will be the **Garden Valley Market during a power disruption or weather event**. She noted the Spring Fling is scheduled for April 28<sup>th</sup>. She and Mike Tomlin have put together a marketing letter targeted for groups interested in family or class reunions, car rallies, etc. Julie moved to authorize \$100 for mailing expenses and John seconded the motion, the motion passed. Diane noted SWITA marketing literature and administrative records are being corrected to show the GV Chamber and all related JCRC organizations as being separate stand alone entities. It was noted the dinner items for this Chamber meeting were more extensive to accommodate the visiting GV Contractors Association members. John moved to provide \$80 in compensation for the caterer, Julie seconded the motion and the motion passed. Diane noted that 2012 Chamber members will be receiving their annual invoice during February and payment must be received by the end of March. John noted that SWITA has asked the Chamber whether there will be any "Gold Rush" theme for any Chamber events during 2012, since Boise County is planning to celebrate the 150<sup>th</sup> anniversary of the discovery of gold in the Boise Basin. Diane asked that all members forward their ideas to her for membership consideration. There was general agreement that it might be a good idea to flavor the 4<sup>th</sup> of July celebration with some sort of "Gold Rush" theme. Diane adjourned the Board meeting at 6 PM and transitioned to the general member meeting.

## GV Chamber of Commerce Members Meeting Minutes of January 26, 2012

Diane Caughlin, President, Presiding

Julie Leslie, Vice President

John Jauregui, Secretary

Vicky Burford, Treasurer

Diane Carlson, Member at Large

Diane brought the meeting to order at 6:10 PM in the Community Hall.

Minutes were sent out for review and corrections.

Vickie treasurer's report we currently have \$ 759.89 in checking.

## Old Business

Diane reminded everyone the Friday morning marketing brainstorming meeting are producing some great ideas for action and invited all to join us a 9:00 at Wild Bill's to generating ideas for making people outside of GV more aware of the vacation opportunities in the area. We're working on extending invitations to groups to use our restaurants, lodging accommodations, etc.

Opportunities, do people know where we are, do they know to turn, need signage. Lynn did a lot of work on the signage, good ideas. Get people to turn toward GV, then Crouch, give people an idea of virtual hotel, lodges, and motels. Point of SWITA grant, 500 beds in virtual hotel. Letter Mike put together with other good ideas, met with SWITA 2012 is 150<sup>th</sup> anniversary of the discovery of gold in Boise County. Celebration is in Idaho City during August. We can leverage off that SWITA wants. One idea 4<sup>th</sup> of July focused on Gold Rush theme? Bring your ideas to Wild Bill's on Friday mornings. Georgiana's weaving retreat, brings in 1-2 doz. People stayed for three days. John checked marketing opportunities at the airport. There are many displays available for businesses, communities and organizations to market their products and services. Graphic Board in Concourse B supports videos of places and things to see in Idaho.

SWITA supports newspaper inserts in large cities in the West, talking about what's available in Southwest Idaho. SWITA helps pay for this sort of thing. Other opportunities, advertise on buses in cities not too far from here, SLC, Portland, Seattle, to raise people's awareness of our Valley. AAA tour book suggested.

Phil Palmiotto (representing Fire Dept.): There's a drawing for the Weatherby rifle donated by Haztec drilling, 300 tickets. Proceeds will go to the high school scholarship and burnout fund. Winner is Irving Park from College Place, Washington.

We have visitors and potential members from the new GV Contractors Assn. Please distribute the two page handout of good reasons for joining the Chamber of Commerce—tax write off and quick, inexpensive way to market your business are at the top of the list of Chamber membership benefits! Members also have a stronger voice than one individual person.

Main industry in GV is tourism. Our meetings are at Wild Bill's on 9AM Friday mornings. We've looking into better signage to get visitors to Garden Valley and Crouch. We're getting letters out to car, motorcycle and snowmobile and any other groups we can come up with, so please email Diane your ideas.

Minutes for Nov. Chamber meeting were sent out earlier for review. Treasurer's report notes we currently have \$ 759.89 in checking. Dues invoices (103) going out, not due until March. Membership increased 25% in 2011. 1996 when Beth Shuman started the Chamber there were 15 members.

Word of mouth/networking part of what we do, come and get fed, too!

### **New Business**

We have sent “Our Troops: Thinking of You from Garden Valley”, 40 boxes of goodies, and we have sent 43 boxes of clothing for children for the chaplain to distribute. We’re not finished, please drop off your gifts for either any time! We’re working on a Troop Appreciation night. This evening we met with Ken and Betty Rodgers their Viet Nam vet documentary, Bravo! We plan to include it as part of our troop appreciation night.

Please do your 4<sup>th</sup> of July Gold Rush homework. We need a catchy theme phrase. We have included a letter in each box to troops inviting them to come to GV for 4th of July—no response yet, but here’s always hope!

### **Member Updates**

Marlene Robison, Evergreen Insurance, property insurance, dental and vision, funeral home prepayment must go into insurance coverage. Benefit in Chamber, you can offer your services to chamber Garden Mt. B&B offering 20% off because associated with Chamber. Have list of others offering discounts (on website).

Garden Valley Radio, Rex, lots of volunteers, Rich Smith, Tim Benedict, Terry Lloyd, Big News just got authorization to be a 5013c organization, so they are now eligible for grants and donations (Rich Smith) is still pursuing a FCC license, anticipation window will open in next 3-6 months. Rich is ready to launch. Tim Benedict put together website with streaming through Garden Valley Radio.com. Done some broadcast testing from 7watt transmitter and small antenna, airfield to Banks to edge of Boise National Forest. We can go up to 100 watts with FCC license. It will help with emergency planning for the community and businesses. 98.3- 98.5. Selling ads? The station will be able to list sponsor businesses. Donate ads when appropriate sponsorship.

Kim City of Crouch: Took advantage of Groupon—Idaho Xports—good advertising for individual businesses.

As a board decided whenever we have situation like power outage, meeting will be moving to **Garden Valley Market deli area**. Will put a sign on the door to direct members

Toni Palmiotto.: Young Life: Youth group meets at outreach center at 7:00 on Wednesday night. We mentor kids, work toward attending camp. If you have extra work, they are available.

Phil Palmiotto: Construction specializing in log and timber construction and log furniture.

Steve Semmels: Craig Creek Rental; tools large and small and equipment rental starting in spring. He does construction on side only. He has been here since '93 and also does irrigation pumps, etc. He also houses Roland's Body Shop; good at paint matching.

Vandy Forester has been in business 50 years doing advertising, public relations, and communications. He's an award winning corporate speech writer champion in 83.

Cari Severance: Severance Sand and Gravel Inc. located near the school. Lynn has been here since childhood, started Lynn backhoe in '83 out in 2006, now into gravel full time, also ready-mix concrete. Excellent mix design! Haul to you or pick it up.

Jerry McClain, electrical contractor, new construction, commercial and residential and Sandy McClain, McClain's bookkeeping,

Sandy McClain, small accounting firm for small businesses. Daughter does taxes.

Bill (Wild): Coffee shop restaurant, serve breakfast 7:00 every morning. Electrical Construction to keep Jerry honest! Wife Lynn has florist shop.

Lynn: Flower shop, Valentine's Day coming up. Early orders get discounts!

Jackie Gaynor has been here since 2009. She works broadcast captioning for live broadcasts, including KTVB Cares, the Boise holiday parade last year. She's a former court reporter.

Mark Stetson: Three Forks Custom Woodworks, all kinds of construction. Idaho 1980, here Christmas 2000,

Rex LaFevre- at radio station, admit having ugliest building in town. We want to put a false front on building, working on grant, also asking Cavalry Chapel for their false front and roof to put on radio building. Also turning Crouch into Hollywood of Garden Valley, promoting movie and TV production of private producers. KXGV 98.5

Rick Fobes has been an electrical contractor 6 years in the area and is hoping to bump up business in the area.

Thelma Davis owns and operates Starlight Mountain Theatre. They have lost their lease on the building for theater in Boise. They are now working on permits with the city for a new lease. They're new shows include Fiddler on the Roof, Calamity Jane, Cinderella, Joseph's Technicolor Dream Coat. 15-25,000 people through summer. Season tickets are now available. They will continue dinners from Sizzler.

Diane Carlson: Sun Country Salon is doing cans for cuts for food bank. Bring in up to 5 cans of food and get \$1 off per can up to 5.

Vicky Burford: owns Outfitters Trading Post the animal feed store next to car wash. She provides feed for all types of animals. She also makes and sells leather purses, belts and horse tack.

John Jauregui: business consulting with individuals, organizations, businesses who want to move forward in a specific direction, i.e. mergers, and be successful with the process and more competitive. Also will offer seminars in spring discounted for Chamber Members.

Deb Fondren: They have provided plumbing services since 1998. Business is poor this winter they need to figure how we can all stay here.

Dick Polley: Remodels homes and installs windows. He's also a musician.

Scott Leslie from Castle Mountain Homes does a little bit of everything. Mingle with one another, network, talk and help one another out with unique service (paint Booth) etc., Contractors need to overcome the stigma about "Garden Valley time". We all need to get to know subcontractors we're working with to work better with one another and how to figure out how to market ourselves better.

Steve Pederson: remodels, new construction, decks, home repairs. He's trying to overcome Garden Valley time/Longhorn contractor's stigma. We need to use our talent to market and make connections.

Christy Jauregui: Friends of the Library spring offerings Feb. 25<sup>th</sup> Dave Lachiando, Basque music, history, serving basque food. The library is hosting an author presentation by Robin Lee Hatcher, "Hearts of Gold" on March 5<sup>th</sup>, March 17<sup>th</sup>, St. Patrick's Day fundraising party.

Spring Fling will be April 28<sup>th</sup>.

Dick Polley isn't happy the GV library did not let him bid windows. The GV park gazebo was done by Nampa contractor. We need to overcome the issue of people not being qualified.

GV Properties: cookbooks are still available \$10 each, recipes of food served at meetings. Proceeds go to Christmas Kids. These cookbooks make great, inexpensive gifts.

Scott Leslie, Castle Mt. Homes: challenges everyone to bring someone with them to next meeting.